



WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

CONTRACT

Contract / Revision	Alt Order #
938061 /	06258244
Product	
CROSSROADS GPS 30S	
Contract Dates	Estimate #
07/31/12 - 08/06/12	862
Advertiser	Original Date / Revision
Crossroads GPS	08/07/12 / 08/07/12
Billing Cycle	Billing Calendar
EOM/EOC	Broadcast
Station	Account Executive
WLWT	Mica Hansen
Special Handling	
Demographic	
Adults 25+	
IDB#	Advertiser Code
	12
Product Code	
	11
Agency Ref	Advertiser Ref

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount
											Spots	Spots	
N 1	WLWT	08/03/12	08/03/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	1	1	\$1,000.00
		Class of Time - Immediately Pre-emptible without notice											
		Start Date	End Date	Weekdays					Rate				
		Week: 07/30/12	08/05/12	----1--				1	\$1,000.00				
D 2	WLWT	08/03/12	08/03/12	Late News Olympics	Late News		:30			NM	0	0	\$0.00
N 3	WLWT	08/03/12	08/03/12	5-530p M-F news	5-530p		:30			NM	1	1	\$625.00
		Class of Time - Immediately Pre-emptible without notice											
		Start Date	End Date	Weekdays					Rate				
		Week: 07/30/12	08/05/12	----1--				1	\$625.00				
N 4	WLWT	08/03/12	08/03/12	5-6a news	5-6a		:30			NM	1	1	\$150.00
		Class of Time - Immediately Pre-emptible without notice											
		Start Date	End Date	Weekdays					Rate				
		Week: 07/30/12	08/05/12	----1--				1	\$150.00				
N 5	WLWT	08/03/12	08/03/12	6-630p M-F news	6-630p		:30			NM	1	1	\$1,200.00
		Class of Time - Immediately Pre-emptible without notice											
		Start Date	End Date	Weekdays					Rate				
		Week: 07/30/12	08/05/12	----1--				1	\$1,200.00				
N 6	WLWT	08/03/12	08/03/12	NBC Today Show	7-9a		:30			NM	1	1	\$3,000.00
		Class of Time - Immediately Pre-emptible without notice											
		Start Date	End Date	Weekdays					Rate				
		Week: 07/30/12	08/05/12	----1--				1	\$3,000.00				
D 7	WLWT	08/06/12	08/06/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	0	0	\$0.00
D 8	WLWT	08/06/12	08/06/12	Late News Olympics	Late News		:30			NM	0	0	\$0.00
D 9	WLWT	08/06/12	08/06/12	5-530p M-F news	5-530p		:30			NM	0	0	\$0.00
D 10	WLWT	08/06/12	08/06/12	5-6a news	5-6a		:30			NM	0	0	\$0.00
D 11	WLWT	08/06/12	08/06/12	6-630p M-F news	6-630p		:30			NM	0	0	\$0.00
D 12	WLWT	08/06/12	08/06/12	NBC Today Show	7-9a		:30			NM	0	0	\$0.00
D 13	WLWT	08/06/12	08/06/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU I		:30			NM	0	0	\$0.00
D 14	WLWT	08/04/12	08/04/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU I		:30			NM	0	0	\$0.00

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07/31/12 - 08/06/12	CROSSROADS GPS 30	862
Advertiser		Original Date / Revision
Crossroads GPS		08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount
											Spots	Spots	
D 15	WLWT	08/05/12	08/05/12	Late News Olympics	Late News		:30			NM	0	0	\$0.00
N 16	WLWT	08/02/12	08/02/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	1	1	\$1,000.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 07/30/12	08/05/12	---1---				1	\$1,000.00				
N 17	WLWT	08/02/12	08/02/12	Late News Olympics	Late News		:30			NM	1	1	\$3,000.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 07/30/12	08/05/12	---1---				1	\$3,000.00				
N 18	WLWT	08/02/12	08/02/12	5-530p M-F news	5-530p		:30			NM	1	1	\$625.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 07/30/12	08/05/12	---1---				1	\$625.00				
N 19	WLWT	08/02/12	08/02/12	5-6a news	5-6a		:30			NM	1	1	\$150.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 07/30/12	08/05/12	---1---				1	\$150.00				
N 20	WLWT	08/02/12	08/02/12	6-630p M-F news	6-630p		:30			NM	1	1	\$1,200.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 07/30/12	08/05/12	---1---				1	\$1,200.00				
N 21	WLWT	08/02/12	08/02/12	NBC Today Show	7-9a		:30			NM	1	1	\$3,000.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 07/30/12	08/05/12	---1---				1	\$3,000.00				
N 22	WLWT	08/02/12	08/02/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU I		:30			NM	1	1	\$12,000.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 07/30/12	08/05/12	---1---				1	\$12,000.00				
D 23	WLWT	07/31/12	07/31/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	0	0	\$0.00
D 24	WLWT	07/31/12	07/31/12	Late News Olympics	Late News		:30			NM	0	0	\$0.00
D 26	WLWT	07/31/12	07/31/12	5-6a news	5-6a		:30			NM	0	0	\$0.00
D 27	WLWT	07/31/12	07/31/12	6-630p M-F news	6-630p		:30			NM	0	0	\$0.00
D 28	WLWT	07/31/12	07/31/12	NBC Today Show	7-9a		:30			NM	0	0	\$0.00
D 29	WLWT	08/01/12	08/01/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU I		:30			NM	0	0	\$0.00
N 30	WLWT	08/01/12	08/01/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	1	1	\$1,000.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 07/30/12	08/05/12	--1----				1	\$1,000.00				
N 31	WLWT	08/01/12	08/01/12	Late News Olympics	Late News		:30			NM	1	1	\$3,000.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 07/30/12	08/05/12	--1----				1	\$3,000.00				
N 32	WLWT	08/01/12	08/01/12	5-530p M-F news	5-530p		:30			NM	1	1	\$625.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 07/30/12	08/05/12	--1----				1	\$625.00				

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Contract Dates	Product
07/31/12 - 08/06/12	CROSSROADS GPS 30862
Advertiser	Original Date / Revision
Crossroads GPS	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount	
											Start Date	End Date	Spots/Week	Rate
N 33	WLWT	08/01/12	08/01/12	5-6a news	5-6a		:30			NM	1		\$150.00	
Class of Time - Immediately Pre-emptible without notice														
Start Date End Date Weekdays Spots/Week Rate														
Week: 07/30/12 08/05/12 --1---- 1 \$150.00														
N 34	WLWT	08/01/12	08/01/12	6-630p M-F news	6-630p		:30			NM	1		\$1,200.00	
Class of Time - Immediately Pre-emptible without notice														
Start Date End Date Weekdays Spots/Week Rate														
Week: 07/30/12 08/05/12 --1---- 1 \$1,200.00														
N 35	WLWT	08/01/12	08/01/12	NBC Today Show	7-9a		:30			NM	1		\$3,000.00	
Class of Time - Immediately Pre-emptible without notice														
Start Date End Date Weekdays Spots/Week Rate														
Week: 07/30/12 08/05/12 --1---- 1 \$3,000.00														
N 36	WLWT	08/02/12	08/02/12	NBC Today Show	7-9a		:30			NM	1		\$3,000.00	
Class of Time - Immediately Pre-emptible without notice														
Start Date End Date Weekdays Spots/Week Rate														
Week: 07/30/12 08/05/12 ---T--- 1 \$3,000.00														
N 37	WLWT	08/01/12	08/03/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	5		\$5,000.00	
Class of Time - Immediately Pre-emptible without notice														
Start Date End Date Weekdays Spots/Week Rate														
Week: 07/30/12 08/05/12 --WTF-- 5 \$1,000.00														
D 38	WLWT	08/06/12	08/06/12	OLYMPICS DAYTIME	OLYMPICS DAYTI		:30			NM	0		\$0.00	
N 39	WLWT	08/01/12	08/01/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU I		:30			NM	1		\$12,000.00	
Class of Time - Immediately Pre-emptible without notice														
Start Date End Date Weekdays Spots/Week Rate														
Week: 07/30/12 08/05/12 --W---- 1 \$12,000.00														
N 40	WLWT	08/03/12	08/03/12	OLYMPIC ZONE	OLYMPIC ZONE		:30			NM	2		\$6,000.00	
Class of Time - Immediately Pre-emptible without notice														
Start Date End Date Weekdays Spots/Week Rate														
Week: 07/30/12 08/05/12 ----F-- 2 \$3,000.00														
N 41	WLWT	08/03/12	08/03/12	OLYMPICS M-SU PRIME	OLYMPICS M-SU I		:30			NM	2		\$24,000.00	
Class of Time - Immediately Pre-emptible without notice														
Start Date End Date Weekdays Spots/Week Rate														
Week: 07/30/12 08/05/12 ----F-- 2 \$12,000.00														
N 42	WLWT	08/03/12	08/03/12	5-6a news	5-6a		:30			NM	1		\$150.00	
Class of Time - Immediately Pre-emptible without notice														
Start Date End Date Weekdays Spots/Week Rate														
Week: 07/30/12 08/05/12 ----F-- 1 \$150.00														
N 43	WLWT	08/03/12	08/03/12	5-530p M-F news	5-530p		:30			NM	1		\$650.00	
Class of Time - Immediately Pre-emptible without notice														
Start Date End Date Weekdays Spots/Week Rate														
Week: 07/30/12 08/05/12 ----F-- 1 \$650.00														
N 44	WLWT	08/03/12	08/03/12	NBC Today Show	7-9a		:30			NM	2		\$6,000.00	
Class of Time - Immediately Pre-emptible without notice														
Start Date End Date Weekdays Spots/Week Rate														
Week: 07/30/12 08/05/12 ----F-- 2 \$3,000.00														
N 45	WLWT	08/03/12	08/03/12	6-630p M-F news	6-630p		:30			NM	1		\$1,200.00	
Class of Time - Immediately Pre-emptible without notice														

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		07/30/12	08/05/12	----F--				1	\$1,200.00			
N 46 WLWT 08/03/12 08/03/12 OLYMPICS DAYTIME OLYMPICS DAYTI :30 NM 2 \$1,950.00												
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:		07/30/12	08/05/12	----F--				2	\$975.00			
Totals											36	\$95,875.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/03/12	36	\$95,875.00	\$81,493.75
Totals	36	\$95,875.00	\$81,493.75

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
------------------------------	--------------

I, Stephanie Maroney
do hereby request station time concerning the following issue:

Crossroads GPS (Grassroots Policy Strategies)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005 Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

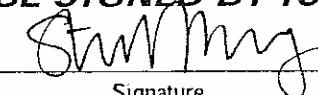
The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 24 before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/30/12



Date

Signature

703-299-1760

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney
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Crossroads GPS (Grassroots Policy Strategies)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No